

Report on APPOEMN TEIC 2017

Introduction

The Event Industry Conference 2017 has come and gone. It began on Thursday 14th September with the Event Industry Masterclass and ended on Sunday 15th September, 2017 with the Dinner and Awards night. This is one of APPOEMN's yearly program of activities geared towards Mandatory Continuing Professional Education for the event stakeholders, Corporate Social Responsibility, Know your Member initiative and Industry networking, Business Development, Performance Evaluation and Recognition, Socials and Entertainment.

Masterclass

This is one of the Education and Training Programs of APPOEMN designed to constantly update the members and other stakeholders with new developments in the global event industry. It also aims at consolidating and reinforcing our existing knowledge about the industry and profession. The event which had over 150 attendees covered the following topics.

1. Winning a client from point of enquiry – Funke Bucknor-Obruthe
2. Creativity in the midst of unprofessionalism - Yemi Amusan
3. Mastering the Art of Catering - Mrs Kehinde Daniel
4. Ultra HD Makeup – Ngozi
5. Winning the market, power of branding and social media – Nkechi Eze
6. Event Design and Decoration – Maria-Pamela Nwonu

Key Take Aways

- a. Always be seen as a Professional
- b. Laws of Event Engineering
- c. Emergency Approval form
- d. Find Your Niche
- e. Stick to a social media Platform

i. Highlife Night

Thoughtful creativity was displayed with the conception of a highlife night themed after the “Proudly Naija – Setting Standards” slogan of the event. Old School dressing, music mixed with traditional cuisine, other delicacies and drinks occasioned the nit. The high octane performance by Aristos Band added to the glamour and flair of the moment that drove guests to frenzy.

Seminar and Exhibition

This dual purpose event combined a high cerebral seminar with a full functional exhibition by industry practitioners. Centering on the “Proudly Naija – Setting Standards” slogan, the various presenters did justice to their topics, eliciting astronomical participatory response from the attendees through numerous questions, requests for clarifications, comments, suggestions and advice. The attendance was massive.

The major Seminar topics were

1. Event Industry Proudly Naija – Yewande Zacchaeus
2. LSETF – Funding for SME;s and MME’s
3. Ministry of Wealth Creation and Employment - Lagos state involvement in wealth creation amongst SME’s and MME’s
4. Lagos State Inland Revenue – Tax Matters

The panel session was even more explosive with hyperactive participations from the audience. The panelists were

1. Mrs Adefunke Kuyoro -APPOEMN Vice President
2. Mrs Duntan West -Wonderworks Ltd/Ilea President
3. Mr Niyi Badmus - NYBD’s MD
4. Barrister Olukayode Fabunmi – J.O Fabunmi & Co
5. Ms Jane Ilori – Havillah Event Centre
6. Dr Wale Adeboje – Event safety Administrator Eko Event Safety Project

The exhibition rounded up the day nicely.

Dinner and Awards Night

The icing on the cake became the Dinner and Awards night. A super glamorous event that saw de crème de le crème of the society in attendance. Kicking off with heavy adrenalin flow from the fire eaters, the guests proceeded through the green “Proudly Naija” walkway to the red carpet then into the fascinating 360 degrees video panorama and Photo fun props studio arena. It was just seer fun.

Entering the hall was glitz and glitterati competing to outdo each other. The Stage, lighting, décor, sitting arrangement, table setting, music, multimedia all fitted properly to complement each other and set the tone for the evening. Great work.

The high point of the night was the awards. In one word, it was awesome because both the winners and losers were equally excited and elated just to be nominated. And the winners indeed were well deserved as widely acclaimed by all in attendance.

The dress code on the night was eye catching. Different shades, designs and styling of Ankara was on display to the admiration of everybody present. Nigeria’s got Talent.

Conclusion

Overall, the conference was a huge success.